



Job Description

Post Title: Senior Behaviour Change Officer – Future Transport

Directorate: Transport for West Midlands: Policy Strategy and Innovation

Reports to: Future Transport – Behaviour Change Lead

Direct Reports: 0

Key Relationships:

- All levels within WMCA
- Local Authority Transport Officers
- Government Departments, particularly Department for Transport
- Funding Bodies UK and European
- Industry bodies such as ERTICO and ITS-UK
- Private sector partners
- West Midlands Innovation Community
- Academic institutions
- Consultancies and agencies

Role Purpose

To deliver Behaviour Change initiatives, interventions and projects that Translate our Local Transport Plan and WMCA transport related goals into sustainable interventions and changes on the ground in the West Midlands, delivering a fit for purpose Future Transport ecosystem. The Future Transport Behaviour Change Team, through its Influencing Transport Lab, exists to shape, design and develop interventions that enable sustainable journeys for everyone and meet our overall decarbonisation and climate objectives. The role holder will directly support social research projects and development of initiatives in the West Midlands that will encourage modal shift to more sustainable transport methods and reduce polluting journeys.

Responsibilities

- Responsible for delivering projects, interventions and initiatives in line with our transport goals through contributing to options evaluation, writing business case, seeking approvals, bidding through to delivery and exploitation and evidencing of projects for TfWM and the wider WMCA.
- Responsible for the scoping, delivering, implementation and monitoring of projects and the adoption of new innovations into business as usual.
- Responsible for acquiring additional resources and support such as project management, procurement, legal and finance to ensure projects are delivered in line with corporate governance.
- Responsible for driving forward new and innovative approaches to the delivery of Future Transport services and behaviour change initiatives
- Supporting the development and delivery of a strategy for future transport centred around behaviour change.
- Responsible for creation, management and monitoring of contracts, collaboration agreements and other agreements between TfWM and public and private sector partners.
- Manage outcome focused project on time and to budget.
- Support social research activities and have a grasp of both qualitative and quantitative research methodologies
- Undertaking analysis of evidence and producing insight reports to be presented at internal and external meetings
- Build and support a network of relationships with Public Sector, industry, and other partners to promote and establish the West Midlands as a world leader in Future Transport.
- Keep appraised of Future Transport developments, Best Practice and in Government's guidance and legislation.

Person Specification

| <i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i> | | | Assessment Method | | |
|---|---|---|--------------------------|-------|----------|
| Experience | E | D | App* | Int** | Other*** |
| Experience and capability of working and collaborating with other Public and Private sector partners. | E | | Y | Y | |
| Experience of delivering successful projects / interventions and embedding these into Business as Usual | E | | Y | Y | |
| A detailed technical understanding of Government policy and thinking as it relates to Transport | | D | Y | Y | |
| A detailed understanding of behavioural science / psychology and change techniques and models | E | | Y | Y | |
| Experience in conducting / commissioning quantitative and qualitative research | E | | Y | Y | |
| Experience in dealing with a wide variety of organizations and gaining their agreement through negotiation. | | D | | Y | |
| An appreciation of the restrictions of the public sector and political awareness. | | D | | | |
| Contributing to grant funding applications for behavioural change initiatives | | D | Y | | |
| Experience of developing, delivering, and working with complex partnerships and business relationships | | D | Y | | |
| Presenting findings and insights from projects to internal and external partners | E | | Y | Y | |
| Skills/Knowledge/Abilities | E | D | App | Int | Other |
| Corporate Governance | E | | Y | | |
| Working with People | E | | | Y | |
| Creating & Innovating | E | | | Y | |
| Living our Values | E | | | Y | |
| Delivering Results and Meeting Expectations | E | | Y | | |
| Cross Functional Awareness | E | | Y | | |
| Hybrid working | | D | Y | | |
| Commercial Thinking | E | | | Y | |
| Planning and Time Management | E | | Y | | |
| Qualifications/ Professional Memberships | E | D | App | Int | Other |
| Educated to Degree level or equivalent. | E | | Y | | |
| Formal project/programme management qualification, such as PRINCE 2 Practitioner | | D | Y | | |

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

| Value | Competency | Behaviour |
|---------------|----------------------------|---|
| Collaborative | Team Focused | Works as part of team, managing and leading. |
| | Service Driven | Customer, resident, and partner focused. |
| Driven | Empowered & Accountable | Takes ownership and leads when needed. |
| | Performance Focused | Ambitious and going the extra mile. |
| Inclusive | 'One Organisation' Mindset | Believe in each other's expertise. |
| | Open & Honest | We do what we say we are going to do. |
| Innovative | Forward Thinking | Embrace change and open to new possibilities. |
| | Problem Solving | Go for clear and simple whenever possible. |

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work

within stakeholder and partner offices within the WMCA Constituent area on a regular basis